

2.11 ECONOMIC DEVELOPMENT ELEMENT

Overall Mission Statement: *Ensure Burien is the best place to work, live, learn, shop and visit.*

Discussion: The important factors in determining whether people or businesses locate in Burien are the area's ability to provide employment opportunities, healthy businesses, quality public services and public safety, a healthy natural environment, good schools, strong neighborhoods, and efficient traffic circulation. The Economic Development Element will help Burien achieve this mission statement and also improve our City's quality of life and economic health. Two specific projects that are significant steps towards achieving the mission statement are the downtown redevelopment and the northeast redevelopment area.

Goal ED.1

Maintain a strong partnership with the Burien business community.

Discussion: The City realizes that while the public sector can shape and influence development, it is the private sector that generates community growth. Thus, in order to compete for economic resources in a highly competitive environment, Burien must be proactive by cooperatively working with the private sector.

Pol. ED 1.1 Continue support for Discover Burien and for the role of the Burien Business and Economic Development Partnership.

Pol. ED 1.2 Maintain an open dialogue with the business community.

Pol. ED 1.3 Work cooperatively with the Southwest King County Chamber of Commerce.

Pol. ED 1.4 Make the retention and expansion of existing businesses a priority.

Pol. ED 1.5 Create new opportunities through public-private partnerships.

Pol. ED 1.6 Use the Burien Business and Economic Development Partnership to assist implementing these policies.

Pol. ED 1.7 Encourage businesses to hire local residents.

Note: Policy numbers may not be consecutive. Through the Comprehensive Plan amendment process, some policies have been deleted from this chapter while existing policy numbers have retained their original sequence. Information on past Comprehensive Plan amendments is available at the City of Burien Community Development Department.

Goal ED.2

Diversify the City's economy and market the community.

- Pol. ED 2.1 Welcome new businesses by promoting opportunities for a variety of retail, office and manufacturing uses to locate in the community.
- Pol. ED 2.2 Encourage the use of incubator facilities to attract start-up businesses.
- Pol. ED 2.3 Explore opportunities to attract tourists and tourism development.
- Pol. ED 2.4 Expand use of festivals, events, attractions and other techniques to create a positive image.
- Pol. ED 2.5 Work with Discover Burien, the Burien Business Economic Development Partnership, the Southwest King County Chamber of Commerce and other organizations to promote the economic development potential and amenities of the City.
- Pol. ED 2.6 Promote the advantages of Burien's location proximate to downtown Seattle, an international airport, and two regional highways.

Goal ED.3

Promote the revitalization of downtown Burien to create a dynamic commercial core for the Highline area pursuant to policies DB 1.1 – DB 2.11 and other downtown related policies.

Goal ED.4

Guide the development of the Northeast Redevelopment Area to ensure a high number of jobs with family wages and replace the lost tax base pursuant to Pol. SE 1.5.

Goal ED.5

Support a transportation system making it convenient to travel from, to and through the City of Burien pursuant to objectives TR 1.1 – TR 9.2, MM 3.1 – MM 3.13 and TL 3.1 – TL 3.3.

Goal ED.6

Strengthen partnerships with other government and non-profit organizations.

- Pol. ED 6.1 Work cooperatively with Port of Seattle, King County, and other agencies to focus on economic growth and job creation in Burien.

- Pol. ED 6.2 Act to influence federal and state legislation and regulations affecting Burien's economy.
- Pol. ED 6.3 Seek to increase federal, state, regional and local grants.
- Pol. ED 6.4 Partner with neighboring jurisdictions to develop the Highline region.
- Pol. ED 6.5 Work with appropriate local and regional human resource and social service agencies to provide programs for underemployed and unemployed people in the community.
- Pol. ED 6.6 Support the King County Library System's Burien branch and maintain it as a regional branch.
- Pol. ED 6.7 Support appropriate economic development efforts in SW King County, recognizing the benefits gained by Burien residents when jobs are created in any part of the sub-region.

Goal ED.7

Continue improving educational opportunities and public education.

- Pol. ED 7.1 Create a partnership with Highline School District to improve student educational performance and graduation rates.
- Pol. ED 7.2 Support tutoring and mentoring programs in cooperation with the Highline School District to advance student performance in reading, mathematics and other basic academic skills.
- Pol. ED 7.3 Encourage parents to be more involved in the education of their children.
- Pol. ED 7.4 Develop and promote pre- and after-school programs for children and working parents.
- Pol. ED 7.5 Examine ways to increase English as a Second Language class offerings for parents, business owners and employees.
- Pol. ED 7.6 Encourage programs providing training for young people entering the job market and for the general populace in need of training/retraining.
- Pol. ED 7.7 Encourage greater communication between educational and training providers and businesses, employees and residents to better meet community needs.

- Pol. ED 7.8 Increase access to the services, training and educational opportunities offered by Highline and South Seattle Community Colleges, other regional technical and vocational colleges, and higher educational institutions.

Goal ED.8

Expand and improve services supporting quality business and residential environments.

- Pol. ED 8.1 Create a Community Renewal Agency or similar development authority to support redevelopment efforts.
- Pol. ED 8.2 Provide programs and/or partner with other agencies to upgrade sub-standard single family, multi-family, and commercial properties.
- Pol. ED 8.3 Adopt design standards for new multi-family and commercial construction.
- Pol. ED 8.4 Continue to provide an active code compliance program that is equitable and responsive.
- Pol. ED 8.5 Support a Demonstration Housing Program (Pol. HS 1.20) to allow flexibility in the design of quality residential infill developments.
- Pol. ED 8.6 Protect the beauty and function of the natural environment to maintain a community where workers want to live and work.

Goal ED.9

Develop a balanced regulatory environment promoting economic activity and a high quality of life.

- Pol. ED 9.1 Balance zoning and land use regulations to stimulate economic growth and re-development while promoting a high quality of life.
- Pol. ED 9.2 Regularly evaluate how regulations promote or constrain economic development.
- Pol. ED 9.3 Provide high quality customer service and an equitable and efficient development review/land use permitting process.
- Pol. ED 9.4 Provide prompt access to information and data relevant to economic activity.

Goal ED.10

Make every resident an ambassador for Burien.

- Pol. ED 10.1 Champion cultural and ethnic diversity in City-planned events and activities.
- Pol. ED 10.2 Encourage ethnic business leaders to become actively involved in City affairs.
- Pol. ED 10.3 Provide programs and facilities for all families and youth relating to jobs and business opportunities in the community.
- Pol. ED 10.4 Increase communication and outreach to all citizens so that they are informed and can participate in City activities.

Goal ED.11

Make Burien a safe and attractive place to work, live, shop and visit.

- Pol. ED 11.1 Encourage police to work with residents and the business community to keep Burien a safe place to live and work.
- Pol. ED 11.2 Make safety and crime prevention in business districts a priority.
- Pol. ED 11.3 Continue to provide a crime-prevention program for apartment owners and managers.
- Pol. ED 11.4 Promote actions ensuring a clean and attractive community.
- Pol. ED 11.5 Encourage local businesses to develop hazard mitigation plans.

Goal ED. 12

Monitor economic changes and implementation actions to ensure the policies are being implemented.

(Note: Throughout the Economic Development Element references are made to current organizations. These references are not intended to prescribe the City from working with other organizations or successor organizations that allow the City to accomplish the goals and mission contained in this element.)